

PHILIP MORRIS U. S. A.

I N T E R - O F F I C E . C O R R E S P O N D E N C E

Richmond, Virginia

To: Mr. W. F. Kuhn

Date: February 22, 1990

From: J. E. Wickham

Subject: Operations Support - Projections for 1990

Objective: To examine competitive cigarettes on a regular basis to determine changes in the physical and cigarette smoke characteristics of these brands.

Operational Plan: Domestic competitive brands are received monthly from ten U.S. cities. All brands are tested monthly for FTC tar and nicotine deliveries, carbon monoxide, total and filter RTD, ventilation, total alkaloids and total reducing sugars. Mentholated brands are tested each month for menthol in the smoke, filler and filter. Once each quarter, in addition to the analyses listed above, the following tests are performed on the brands: filtration efficiency, filler rod TPM, static burning time, cigarette length, circumference, paper component, permeability, filter length, filter weight, tobacco weight and rod density. Levels of reconstituted material, expanded tobacco and expanded stems are determined semiannually. The following testing regimen is followed for these extensive quarterly analyses: 85 mm plain cigarettes are tested in January, April, July and October; 100 mm plain cigarettes are tested in February, May, August and November, all mentholated samples are tested in March, June, September and December.

In addition, salesmen samples, i.e. those cigarettes that the competition may be launching in test markets, are forwarded for a complete analysis to investigate properties of this proposed new cigarette.

Resources in Man Years: 6.5

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JEW:rad

cc: Dr. B. Ferguson
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